ACE

# YARD Rx

## STYLE GUIDE

JOB #: 1254026850
IN MARKET DATE(S): JANUARY 15, 2025 ONWARD

Designers: Lauren Clement, Jason Balcerak & Anne McGrath | Copywriter: Frank Oles | PM: Sally Kershner | CMM: Lauren Pearson

# MANIFESTO

LAST UPDATED: JANUARY 6, 2025 1:16 PM
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The Yard Experts at Ace YardRx take all the guesswork out of nurturing and perfecting your yard. You benefit from our experience and knowledge about **what products work best in your region** and when to apply them, all in an easy package that gets delivered right to you for free. **Feel better about your lawn with Ace YardRx.**

# COLOR PALETTE

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## PRIMARY

CMYK
C 79
M 51
Y 85
K 66

RGB
R 26
G 50
B 28

HEX
#1a321c

CMYK
C 90
M 34
Y 100
K 27

RGB
R 5
G 103
B 53

HEX
#056735

CMYK
C 0
M 100
Y 81
K 4

RGB
R 227
G 25
B 55

HEX
##d40029

CMYK
C 0
M 0
Y 0
K 100

RGB
R 0
G 0
B 0

HEX
#000000

CMYK
C 0
M 0
Y 0
K 0

RGB
R 255
G 255
B 255

HEX
#ffffff

This color palette should be used across all channels in typography, graphic elements and backgrounds.

Fonts have been selected for their simplicity, boldness and adherence to brand standards.
Our standard price treatment remains the same throughout the quarter.

# HEADLINE

Roboto Black UPPERCASE Optical Kerning - 50

## Subhead

Roboto Regular Title Case Optical Kerning - 50

## Subhead

Roboto Black Title Case Optical Kerning - 50

## Body

Roboto Regular Sentence case Optical Kerning - 0

## LOGO FONT

Roboto Black UPPERCASE Optical Kerning 60

## MAIN LOGO

VERTICAL

HORIZONTAL

## INVERSE LOGO

## WHITE LOGO

## BLACK LOGO

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# DON’T

**DON’T remove the Ace logo from the lockup**

**DON’T squish or stretch**

**DON’T place on an angle**

**DON’T recolor**

# COPY TREATMENT



## COPY

YardRx is one word when used in copy with a capital ‘R’ and lowercase ‘x’.

## LOGO TAGLINE

ACE YARD Rx
Your Prescription for **a Beautiful Yard**

Tagline can flex in size to retain legibility, but should always use the above font treatment

ACE YARD Rx
Your Prescription for
**a Beautiful Yard**

Tagline can wrap to 2 lines if deliverable spacing requires

## QR CODE TREATMENT

Scan to Get
**Your Prescription for a Beautiful Yard**

Scan to Get
**Your Prescription for a Beautiful Yard**

# BENEFITS MESSAGING

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## RED VEST

Include icon when speaking to delivery.

EXAMPLE:

**THREE EASY DELIVERIES***

ASSOCIATED LEGAL:

*Two deliveries in desert region

## PROGRAM BENEFITS

- ☑ **Right Products, Right Time**
- ☑ **Delivered FREE**
- ☑ **Our Best Price GUARANTEED†**

ASSOCIATED LEGAL:

†Ace YardRx core products only during current calendar year

## PROGRAM BENEFITS

ASSOCIATED LEGAL:

***Estimated savings based on typical savings customers nationwide can expect on standard bundles. Total savings varies by customer selections, yard size, and region. See acehardware.com for details.

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# BENEFITS MESSAGING

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## PRODUCT BENEFITS

**GREENER GRASS. LESS WEEDS. FEWER BUGS.****

ASSOCIATED LEGAL:
**Compared to untreated lawns

## DELIVERY EXAMPLES

Always include “Prescription Plan Example” disclaimer when showing potential delivery outcomes

**DELIVERY 3**

**FALL**

Prescription Plan Example‡

ASSOCIATED LEGAL:
‡Products vary by location, yard size, availability, goals and customer selections.

## COPY EXAMPLES

**Greener grass is waiting inside!**

**Ready, set, GROW!**

**Green grass is no secret. It’s a prescription!**

**Feel better about your lawn.**

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# BENEFITS MESSAGING

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## PRODUCT BENEFITS

GROUPED BENEFITS - Use condensed descriptions when benefits are shown as a group

- **FERTILIZE**
- **GROW & BEAUTIFY**
- **HEALTHY PLANTS**
- **WINTERIZE**
- **INSECT CONTROL**
- **WEED, FUNGUS & DISEASE CONTROL**

INDIVIDUAL BENEFITS - Use expanded descriptions when benefit callouts are listed individually

**FERTILIZE**
Build strong, deep roots to protect your lawn from heat.

**GROW & BEAUTIFY**
Plant gardens and flower beds with soils and supplements.

**HEALTHY PLANTS**
Nurture household plants and treat common problems.

**WINTERIZE**
Protect your lawn against harsh weather and build strong roots for fast spring growth.

**INSECT CONTROL**
Block and control bugs in your yard and around your home.

**WEED, FUNGUS & DISEASE CONTROL**
Tackle lawn problems and remove weeds from lawns and hardscapes.

PRODUCT BENEFIT BUBBLE - Use to call out benefits for specific products, with specific product descriptions listed

**SCOTTS ANNUAL PROGRAM STEP 2**
Build thick, green turf from the roots up

**ROUNDUP FOR LAWNS**
Eliminate weeds without harming your lawn

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# SEASONAL MESSAGING

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## NORTH + MIDWEST

### SPRING

**SET THE FOUNDATION**

Kick off the growing season with products that prevent lawn and insect issues.

### SUMMER

**NURTURE GRASS & BLOCK WEEDS**

Grow a thicker lawn to block out weeds with additional weed prevention.

### FALL

**FEED, SEED & WINTERIZE**

Products to fortify and protect for a better lawn next year.

## SOUTH

### SPRING

**START STRONG**

Begin care with products that prevent lawn and insect issues.

### SUMMER

**NURTURE GRASS & BLOCK WEEDS**

Grow a thicker lawn to block out weeds with additional weed prevention.

### FALL

**FEED & SEED**

Products to fortify your lawn and patch problem areas.

## WEST

### SPRING

**BUILD A BASE**

Begin care with products that prevent lawn and insect issues.

### SUMMER

**NURTURE GRASS & BLOCK WEEDS**

Grow a thicker lawn to block out weeds with additional weed prevention.

### FALL

**FEED & SEED**

Products to fortify your lawn and patch problem areas.

## BACKGROUND

GRASS BACKGROUND

GRASS

SKY BACKGROUND

HOUSE BACKGROUND

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# ELEMENTS

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DELIVERY VAN

*Symbolic representation of product delivery.*

***Note:*** *SKUs featured on the top of truck DO NOT change for any reason on any variations of the YardRx Van.*

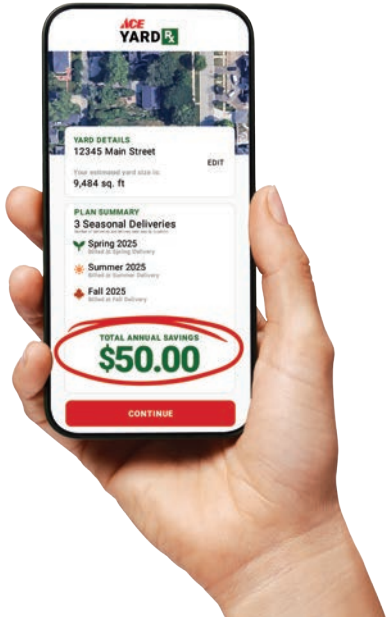
LOGO + TAGLINE

LOGO

QR CODE + TAGLINE

HAND WITH PHONE

*Symbolic representation of savings*




SEASON ICONS

SPRING

SUMMER

FALL

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# PHOTOGRAPHY

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STUDIO TRUCK, ASSOCIATE & DELIVERY BOX

***Note:*** *Full Gallery for all YardRx Images can be found on Brandfolder*

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# PHOTOGRAPHY

LAST UPDATED: JANUARY 6, 2025 1:16 PM
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ENVIROMENT TRUCK & DELIVERY BOX

***Note:*** *Full Gallery for all YardRx Images can be found on Brandfolder*

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# PHOTOGRAPHY

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LIFESTYLE ASSOCIATE, TRUCK & DELIVERY

***Note:*** *Full Gallery for all YardRx Images can be found on Brandfolder*

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# SKUS BY ZONE 1 – NE/MW SUN & SHADE

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## NE/MW SUN & SHADE

| SKU | Product Description | Delivery Window |
|---|---|---|
| 7016356 | Roundup Dual Action Weed & Grass Killer Plus 4 Month Preventer RTU Sure Shot Wand | Spring |
| 7195332 | Weed Preventer Granules 16 lb | Spring |
| 7206436 | EZ SEED SUN&SHADE 10# | Spring |
| 7508088 | Home Defense 1.1 GAL | Spring |
| 7315823 | Scotts Step 1 - Crabgrass Preventer Plus Lawn Food | Spring |
| 7008393 | Roundup For Lawns Northern RTU Extended Wand | Summer |
| 7437163 | Scotts Step 2 - Weed Control Plus Lawn Food | Summer |
| 7298797 | Scotts GrubEx Season-Long Grub Killer Display | Summer |
| 7315880 | Scotts Step 3 - Lawn Food with 2% Iron | Summer |
| 75082 | Scotts Step 4 - Fall Lawn Food | Fall |
| 7637721 | Scotts Turf Builder Thick 'R Lawn Sun & Shade | Fall |

### SPRING

7016356

7195332

7206436

7508088

7315823

### SUMMER

7008393

7437163

7298797

7315880

### FALL

75082

7637721

| Delivery Window Dates | |
|---|---|
| Spring | 3/1/2025 – 3/31/2025 |
| Summer | 5/1/2025 – 5/31/2025 |
| Fall | 9/1/2025 – 9/30/2025 |

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# SKUS BY ZONE 2 – NE/MW FESCUE

LAST UPDATED: JANUARY 6, 2025 1:16 PM
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## NE/MW FESCUE

| SKU | Product Description | Delivery Window |
|---|---|---|
| 7016356 | Roundup Dual Action Weed & Grass Killer Plus 4 Month Preventer RTU Sure Shot Wand | Spring |
| 7195332 | Weed Preventer Granules 16 lb | Spring |
| 7229404 | EZ Seed Tall Fescue 10# | Spring |
| 7508088 | Home Defense 1.1 Gal | Spring |
| 7315823 | Scotts Step 1 – Cragbgrass Preventer Plus Lawn Food | Spring |
| 7008393 | Roundup For Lawns Northern RTU Extended Wand | Summer |
| 7437163 | Scotts Step 2 – Weed Control Plus Lawn Food | Summer |
| 7298797 | Scotts GrubEx Season | Summer |
| 7315880 | Scotts Step 3 – Lawn Food with 2% Iron | Summer |
| 75082 | Scotts Step 4 – Fall Lawn Food | Fall |
| 7665508 | Scotts Turf Builder Thick 'R Lawn Talll Fescue | Fall |

### SPRING

7016356

7195332

7229404

7508088

7315823

### SUMMER

7008393

7437163

7298797

7315880

### FALL

75082

7665508

| Delivery Window Dates | |
|---|---|
| Spring | 3/1/2025 – 3/31/2025 |
| Summer | 5/1/2025 – 5/31/2025 |
| Fall | 9/1/2025 – 9/30/2025 |

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# SKUS BY ZONE 3 – FL ST. AUGUSTINE

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## FL ST. AUGUSTINE

| SKU | Product Description | Delivery Window |
|---|---|---|
| 7306673 | Scotts Turf Builder Bonus S Southern Weed & Feed | Spring |
| 7016356 | Roundup Dual Action Weed & Grass Killer Plus 4 Month Preventer RTU Sure Shot Wand | Spring |
| 7195332 | Weed Preventer Granules 16 LB | Spring |
| 7508088 | Home Defense 1.1 Gal | Spring |
| 7008397 | Roundup For Lawns Southern RTU Extended Wand | Summer |
| 7114176 | Spectracide Triazicide for Lawns Insect Killer Granules | Summer |
| 7597917 | Ortho Fire Ant Killer Broadcast Granules | Summer |
| 7437197 | Scotts Green Max Lawn Food – Florida Fertilizer | Summer |
| 74847 | Ortho Orthene Fire Ant Killer | Fall |
| 7437155 | Scotts Southern Turf Builder Lawn Food – Florida Fertilizer | Fall |

### SPRING

7306673

7016356

7195332

7508088

### SUMMER

7008397

7114176

7597917

7437197

### FALL

74847

7437155

| Delivery Window Dates | |
|---|---|
| Spring | 2/1/2025 – 2/28/2025 |
| Summer | 5/1/2025 – 5/31/2025 |
| Fall | 9/1/2025 – 9/30/2025 |

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# SKUS BY ZONE 4 – PNW

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## PNW

| SKU | Product Description | Delivery Window |
|---|---|---|
| 7016356 | Roundup Dual Action Weed & Grass Killer Plus 4 Month Preventer RTU Sure Shot Wand | Spring |
| 7195332 | Weed Preventer Granules 16 lb | Spring |
| 7206436 | EZ SEED SUN&SHADE 10# | Spring |
| 7508088 | Home Defense 1.1 GAL | Spring |
| 7315823 | Scotts Step 1 - Crabgrass Preventer Plus Lawn Food | Spring |
| 7366636 | Scotts MossEX 3-in-1 RTS | Spring |
| 7008393 | Roundup For Lawns Northern RTU Extended Wand | Summer |
| 7437163 | Scotts Step 2 - Weed Control Plus Lawn Food | Summer |
| 7298797 | Scotts GrubEx Season-Long Grub Killer Display | Summer |
| 7315880 | Scotts Step 3 - Lawn Food with 2% Iron | Summer |
| 75082 | Scotts Step 4 - Fall Lawn Food | Fall |
| 7637721 | Scotts Turf Builder Thick 'R Lawn Sun & Shade | Fall |

### SPRING

7016356

7195332

7206436

7508088

7315823

7366636

### SUMMER

7008393

7437163

7298797

7315880

### FALL

75082

7637721

| Delivery Window Dates | |
|---|---|
| Spring | 3/1/2025 – 3/31/2025 |
| Summer | 5/1/2025 – 5/31/2025 |
| Fall | 9/1/2025 – 9/30/2025 |

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# SKUS BY ZONE 5 – SE FESCUE

LAST UPDATED: JANUARY 6, 2025 1:16 PM
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## SE FESCUE

| SKU | Product Description | Delivery Window |
|---|---|---|
| 7229404 | EZ Seed Tall Fescue 10# | Spring |
| 7195332 | Weed Preventer Granules 16 lb | Spring |
| 7016648 | Scotts Turf Builder Weed & Feed | Spring |
| 7597917 | Ortho Fire Ant Killer Broadcast Granules | Spring |
| 7008393 | Roundup For Lawns Northern RTU Extended Wand | Summer |
| 7016356 | Roundup Dual Action Weed & Grass Killer Plus 4 Month Preventer RTU Sure Shot Wand | Summer |
| 7114176 | Spectracide Triazicide for Lawns Insect Killer Granules | Summer |
| 7508088 | Home Defense 1.1 Gal | Summer |
| 7149438 | Scotts Turf Builder All-Purpose Southern Lawn Food For All Grasses, 5000 sq ft | Summer |
| 7022096 | Scotts Turf Builder WinterGuard Fall Lawn Food (Mini Pallet) | Fall |
| 7665508 | Scotts Turf Builder Thick 'R Lawn Talll Fescue | Fall |

### SPRING

7229404

7195332

7016648

7597917

### SUMMER

7008393

7016356

7114176

7508088

7149438

### FALL

7022096

7665508

| Delivery Window Dates | |
|---|---|
| Spring | 2/1/2025 – 2/28/2025 |
| Summer | 5/1/2025 – 5/31/2025 |
| Fall | 9/1/2025 – 9/30/2025 |

DOWNLOAD ASSETS

# SKUS BY ZONE 6 – SE BERMUDA

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## SE BERMUDA

| SKU | Product Description | Delivery Window |
|---|---|---|
| 7246051 | EZ Seed Bermuda 10# | Spring |
| 7195332 | Weed Preventer Granules 16 lb | Spring |
| 7016648 | Scotts Turf Builder Weed & Feed | Spring |
| 7597917 | Ortho Fire Ant Killer Broadcast Granules | Spring |
| 7008397 | Roundup For Lawns Southern RTU Extended Wand | Summer |
| 7016356 | Roundup Dual Action Weed & Grass Killer Plus 4 Month Preventer RTU Sure Shot Wand | Summer |
| 7114176 | Spectracide Triazicide for Lawns Insect Killer Granules | Summer |
| 7508088 | Home Defense 1.1 Gal | Summer |
| 7149438 | Scotts Turf Builder Lawn Food Southern | Summer |
| 7004796 | Scotts Turf Builder Thick 'R Lawn Bermudagrass | Fall |
| 7022096 | Scotts Turf Builder WinterGuard Fall Lawn Food (Mini Pallet) | Fall |

### SPRING

7246051

7195332

7016648

7597917

### SUMMER

7008397

7016356

7114176

7508088

7149438

### FALL

7004796

7022096

| Delivery Window Dates | |
|---|---|
| Spring | 2/1/2025 – 2/28/2025 |
| Summer | 5/1/2025 – 5/31/2025 |
| Fall | 9/1/2025 – 9/30/2025 |

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# SKUS BY ZONE 7 – DESERT

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## DESERT

| SKU | Product Description | Delivery Window |
|---|---|---|
| 75086 | Scotts WeedEx Prevent with Halts (Mini Pallet) | Spring |
| 7105380 | Miracle-Gro Shake 'N Feed All Purpose Continuous Release Plant Food | Spring |
| 7006045 | Ortho GroundClear Year Long Vegetation Killer Concentrate | Spring |
| 7114176 | Spectracide Triazicide for Lawns Insect Killer Granules | Spring |
| 7508088 | Home Defense 1.1 Gal | Spring |
| 7029018 | Roundup Weed and Grass Killer Concentrate 35.2 oz | Summer |
| 7022096 | Scotts Turf Builder WinterGuard Fall Lawn Food | Summer |

### SPRING

75086

7105380

7006045

7114176

7508088

### SUMMER

7029018

7022096

| Delivery Window Dates | |
|---|---|
| Spring | 2/15/2025 – 3/31/2025 |
| Summer | 7/1/2025 – 7/31/2025 |

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# ELEMENTS – QR CODES

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## OVERALL QR CODES

SIGNKIT QR CODE

*Only use for signkit materials*

*no_customization_Ace_Yard_Rx*

MAILER QR CODE

*Only use in mailers*

*YardRx_QR_Application_Direct_Mailer*

CIRCULAR QR CODE

*Only use in circular*

*YardRx_QR_Application_Circular*

## ZONE QR CODES

ZONE 1-NE/MW SUN & SHADE

*YardRx_QR_Application_Zone_1*

ZONE 2-NE/ME FESCUE

*YardRx_QR_Application_Zone_2*

ZONE 3- FL ST. AUGUSTINE

*YardRx_QR_Application_Zone_3*

ZONE 4- PNW

*YardRx_QR_Application_Zone_4*

ZONE 5- SE FESCUE

*YardRx_QR_Application_Zone_5*

ZONE 6- SE BERMUDA

*YardRx_QR_Application_Zone_6*

ZONE 7- DESERT

*YardRx_QR_Application_Zone_7*

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# Awareness Examples

## BEFORE JAN 15

# Program Examples

# LANDING PAGE

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## DESKTOP

# LANDING PAGE – MOBILE

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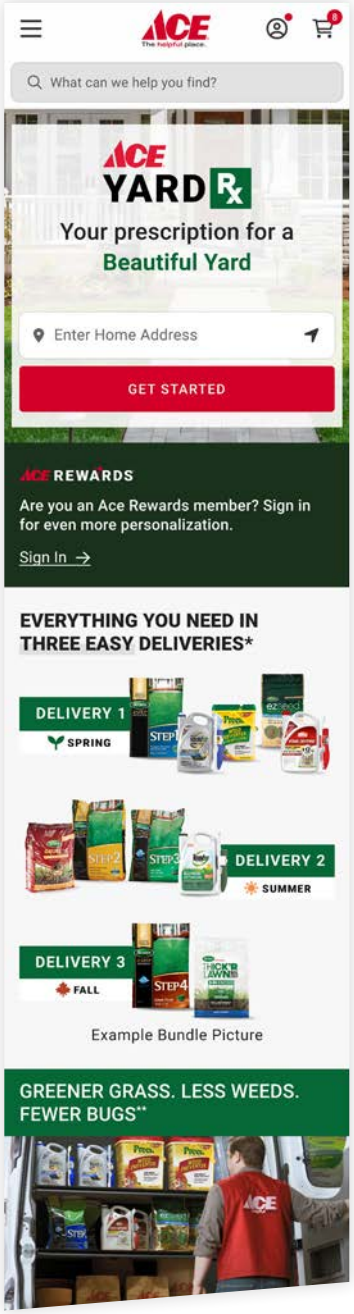
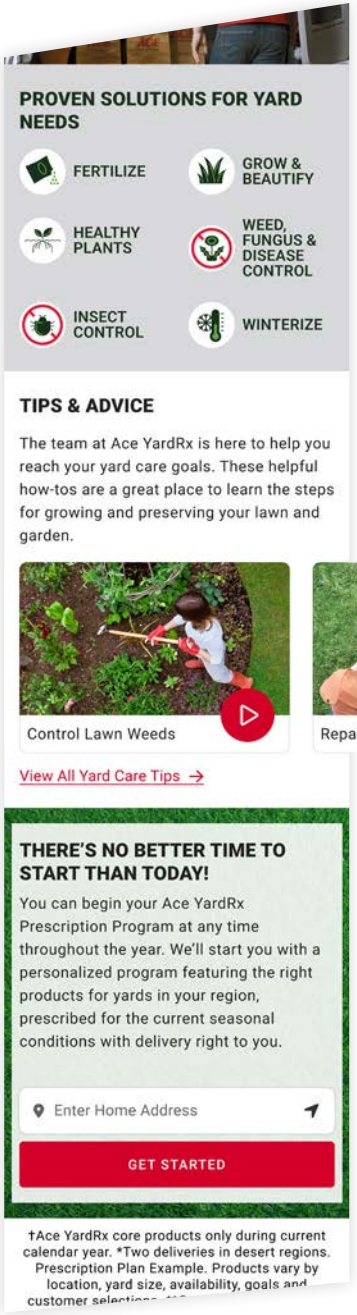
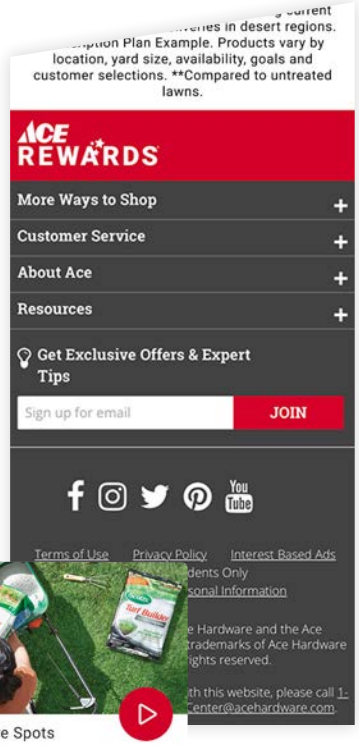
## MOBILE



# END CAP

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END CAP BACKER
93.555"H x 33.9797" W

PRICE STRIP 1.25"H x 35.5" W

FLOOR DECAL 22.1477"H x 33.2286" W

TRUCK LUG 27.7306" H x 35.6349" W

MOCKUP

# 3-PANEL SIGN HOLDER - VERSIONED

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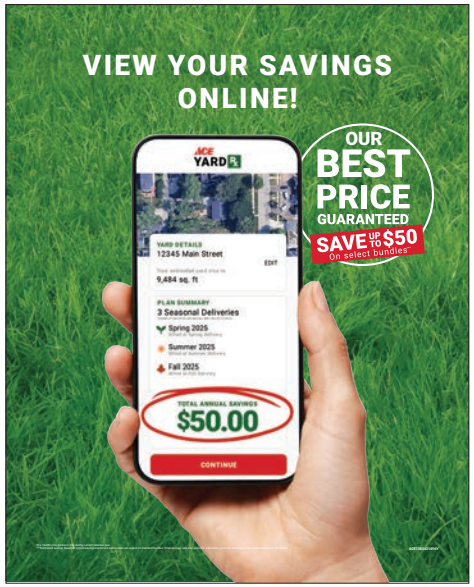
TOP PANEL 20" H x 16" W




MIDDLE PANEL

BOTTOM PANEL – REGIONALIZED

DIE CUT TOPPER 16" W X 19.75" H

MOCKUP

# FLOOR DECAL

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FLOOR DECAL 24" H x 24" W

MOCKUP

# AISLE VIOLATOR

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AISLE VIOLATOR 8" H x 6" W

MOCKUP

# COUNTER MAT

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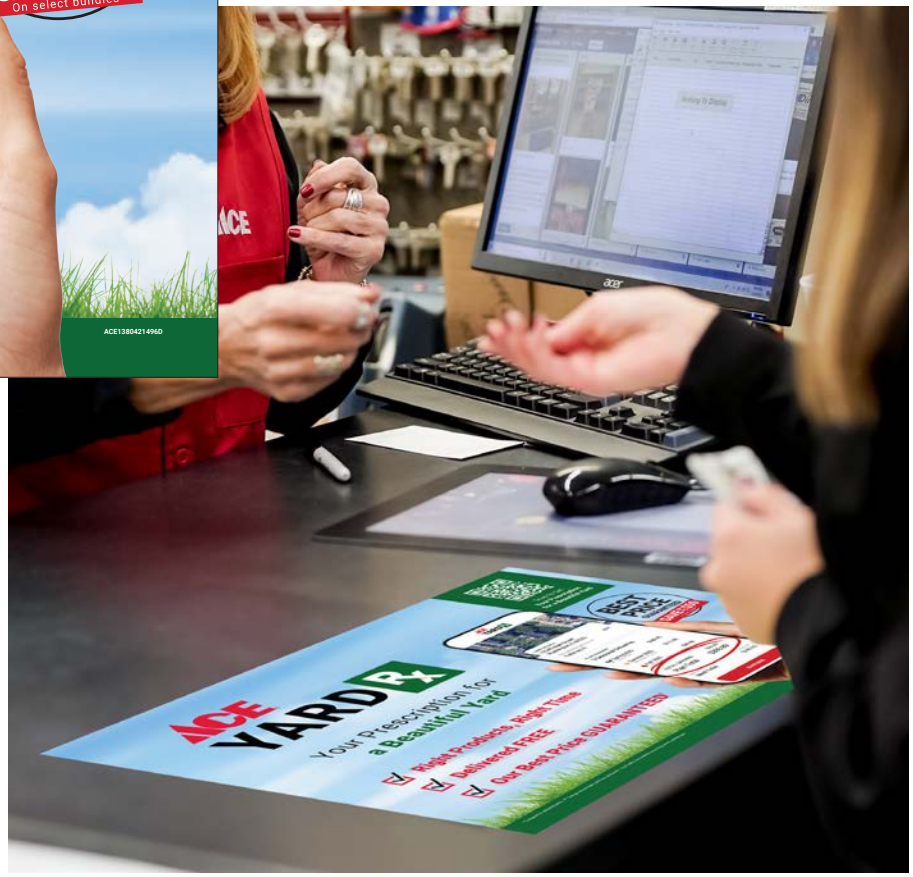
COUNTER MAT

11" H x 17" W




MOCKUP

# BAG STUFFER

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ACE YARD Rx

OUR BEST PRICE GUARANTEED
SAVE UP TO $50 On select bundles***

- Right Products, Right Time
- Delivered FREE
- Our Best Price GUARANTEED†

Scan to Get
**Your Prescription for a Beautiful Yard**

***Estimated savings based on typical savings customers nationwide can expect on standard bundles. Total savings varies by customer selections, yard size, and region. See acehardware.com for details. †Ace YardRx core products only during current calendar year.

**BAGSTUFFER - ATTACH TO CUSTOMER'S RECEIPT AT CHECKOUT**

**ACE1380421496B**

BAG STUFFER
To be printed on backside of Jan-Oct sign kit's bagstuffers

2.625" H x 6.125" W

# POSTER

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POSTER

36" H x 24" W

MOCKUP

# OUTDOOR BANNER

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BANNER

36" H X 72" W

MOCKUP

# DOOR HANGER

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## DELIVERY DROPOFF DOOR HANGER

FRONT
11" H x 4.25" W
7 versions for the Helpful Tip
QR code that's different per region
Zone 1 QR code shown above

BACK

## AMM RETAILER DOOR HANGER

FRONT
11" H x 4.25" W

BACK

# MAILER

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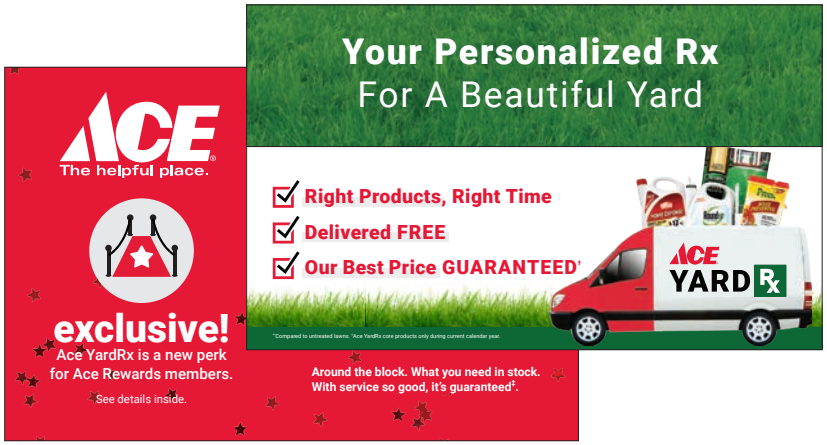
## OUTSIDE OF MAILER - BEFORE OPENING




## PARTIALLY UNFOLDED

## FULLY UNFOLDED

# REWARDS MAILER

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OUTSIDE OF MAILER

INSIDE OF MAILER

# REWARDS MAILER

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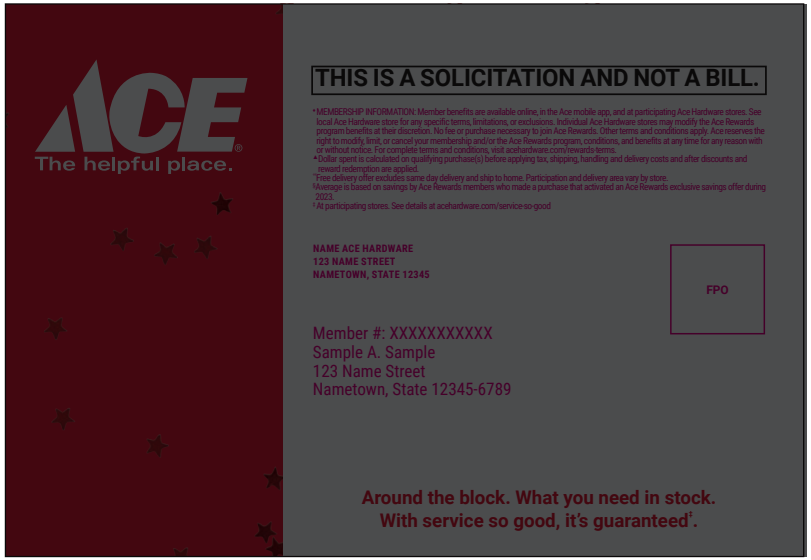
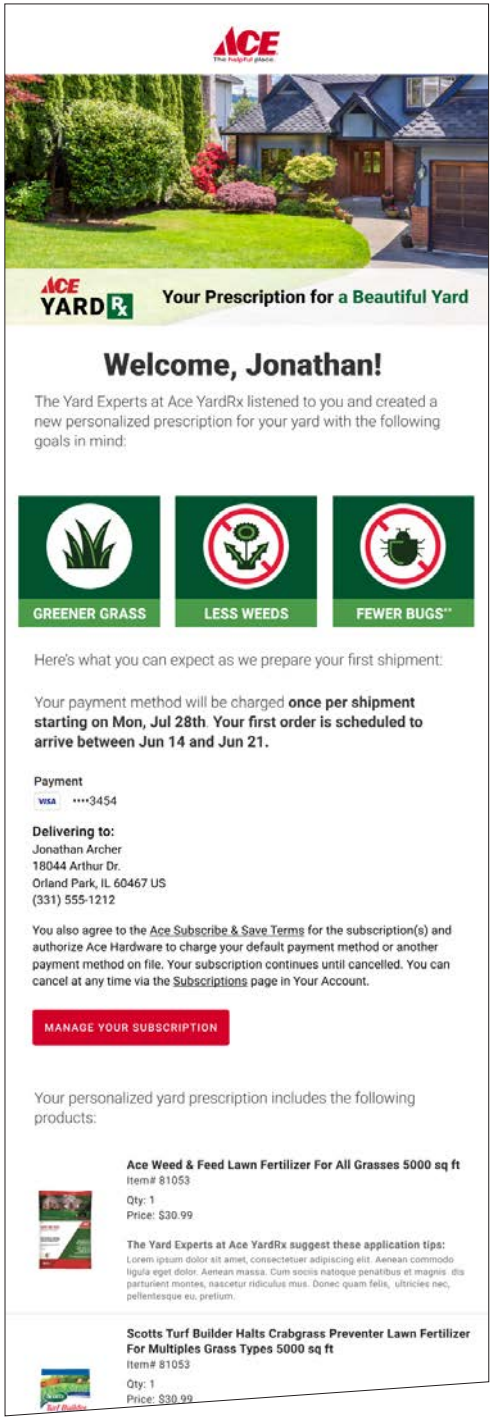
## OUTSIDE OF MAILER - BEFORE OPENING



## FULLY UNFOLDED

LOCAL EMAIL



ACE YARD Rx Your Prescription for a Beautiful Yard

## Welcome, Jonathan!

The Yard Experts at Ace YardRx listened to you and created a new personalized prescription for your yard with the following goals in mind:

GREENER GRASS | LESS WEEDS | FEWER BUGS**

Here's what you can expect as we prepare your first shipment:

Your payment method will be charged **once per shipment starting on Mon, Jul 28th. Your first order is scheduled to arrive between Jun 14 and Jun 21.**

**Payment**
VISA ••••3454

**Delivering to:**
Jonathan Archer
18044 Arthur Dr.
Orland Park, IL 60467 US
(331) 555-1212

You also agree to the Ace Subscribe & Save Terms for the subscription(s) and authorize Ace Hardware to charge your default payment method or another payment method on file. Your subscription continues until cancelled. You can cancel at any time via the Subscriptions page in Your Account.

MANAGE YOUR SUBSCRIPTION

Your personalized yard prescription includes the following products:

**Ace Weed & Feed Lawn Fertilizer For All Grasses 5000 sq ft**
Item# 81053
Qty: 1
Price: $30.99

**The Yard Experts at Ace YardRx suggest these application tips:**
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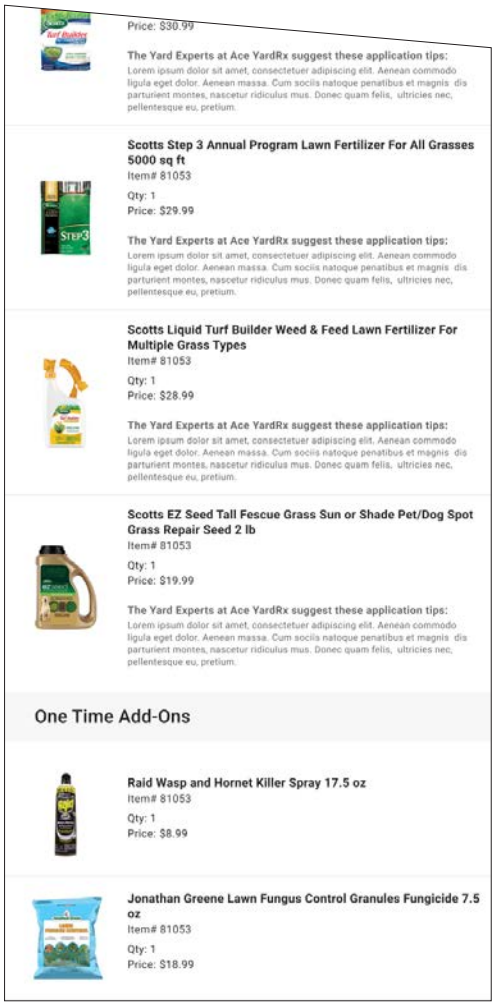
**Scotts Turf Builder Halts Crabgrass Preventer Lawn Fertilizer For Multiples Grass Types 5000 sq ft**
Item# 81053
Qty: 1
Price: $30.99



Price: $30.99

**The Yard Experts at Ace YardRx suggest these application tips:**
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**Scotts Step 3 Annual Program Lawn Fertilizer For All Grasses 5000 sq ft**
Item# 81053
Qty: 1
Price: $29.99

**The Yard Experts at Ace YardRx suggest these application tips:**
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**Scotts Liquid Turf Builder Weed & Feed Lawn Fertilizer For Multiple Grass Types**
Item# 81053
Qty: 1
Price: $28.99

**The Yard Experts at Ace YardRx suggest these application tips:**
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**Scotts EZ Seed Tall Fescue Grass Sun or Shade Pet/Dog Spot Grass Repair Seed 2 lb**
Item# 81053
Qty: 1
Price: $19.99

**The Yard Experts at Ace YardRx suggest these application tips:**
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One Time Add-Ons

**Raid Wasp and Hornet Killer Spray 17.5 oz**
Item# 81053
Qty: 1
Price: $8.99

**Jonathan Greene Lawn Fungus Control Granules Fungicide 7.5 oz**
Item# 81053
Qty: 1
Price: $18.99

EMAIL
TEXT HEADLINE (ABOVE IMAGE):
Your Prescription for a Beautiful Yard

COPY:
Our Yard Experts take all the guesswork out of nurturing and perfecting your yard. You benefit from our knowledge about what products work best and when to apply them, and we deliver it all right to you.